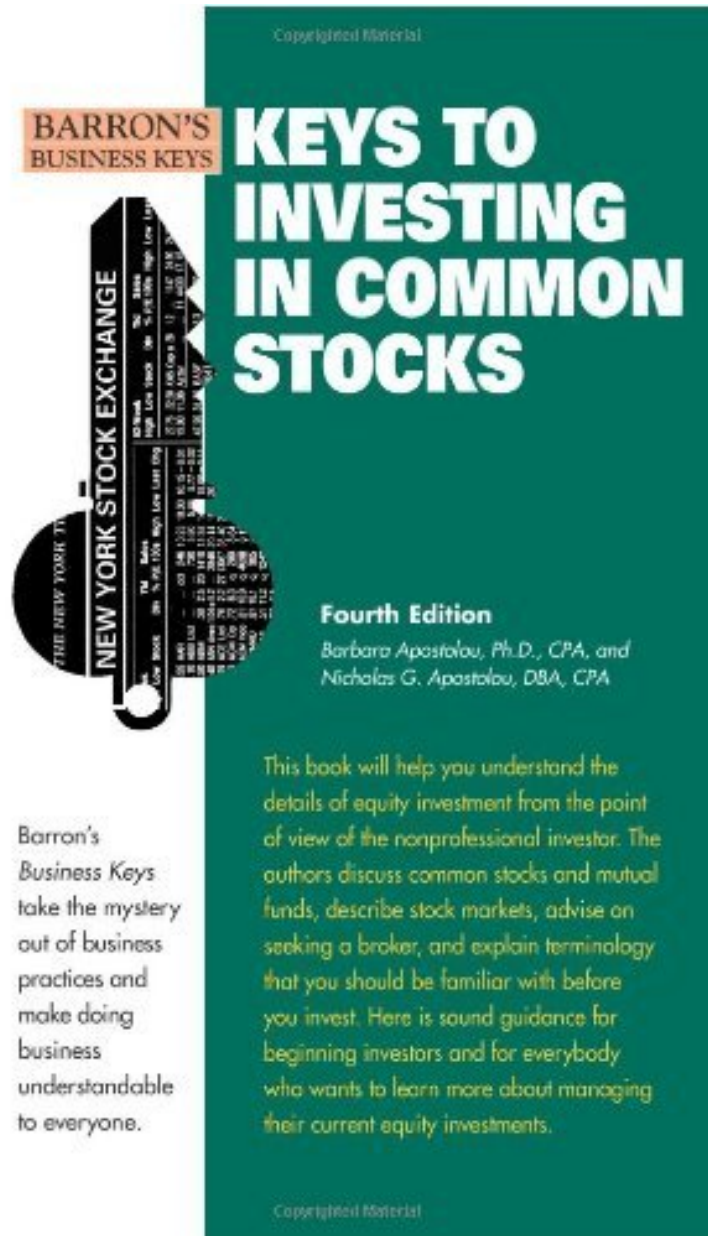


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Keys to Investing in Common Stocks (Barron's Business Keys)

Barbara Apostolou CPA Ph.D., Nicholas Apostolou CPA DBA
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2 of 2 people found the following review helpful. Fast-reading primer on common stocksBy A CustomerThis primer on common stocks hits on all the key terms to know about when investing. Each key/chapter explains a particular topic

such as "Fundamental Analysis", "Technical Analysis", "EPS", etc. The writing is clear and concise, though the plugs for Barron's get a little old. Overall, a great, inexpensive book to get you up-to-speed on investing in common stocks

Barron's Business Keys have gained a deserved reputation as easy- to-read books of sound advice for consumers and non-experts. These brief, fact- filled volumes cut through business and financial jargon and speak to consumers in plain English. They offer information and advice on saving, investing, protecting one's assets, coping with taxes, and prudent management of personal finances. This title has been thoroughly revised and updated to account for recent trends in American and international stock markets. It describes common stocks, stock exchanges, and the activities of the Securities and Exchange Commission and the Federal Reserve Board. It explains the essentials of blue chips, mutual funds, margin trading, short sales, futures, 401(K) plans, and much more.

From the Back CoverBARRON'S BUSINESS KEYS KEYS TO INVESTING IN COMMON STOCKSFourth EditionTitles in Barron's Business Keys series present easy-to-understand advice on prudent financial planning, saving, investing, getting loans and mortgages, buying and selling real estate, and dealing with other aspects of money and investment. Updated to reflect current market trends, this book combines information and expert opinion to help guide you toward wise stock market investment with explanations of price-earnings ratios, dividend reinvestment plans, financial leverage, market timing, and much more.